

TO: ROUS' 1110 1210 1310 1610 1710 1810 2110 2210 2310 2910 6710  
6910

ACCOUNT NAME - RITE AID CHAIN I. D. #0110-00-00/0110-  
01-00 0110-02-00  
DIRECT ACCOUNT SIS #

<b>PROGRAM PROMOTION</b>	PM DEFENSE PROGRAM - BUY-DOWN
<b>STORES INVOLVED</b>	ALL STORES
<b>TIMING</b>	WEEK OF 12/16/96 - 1/12/97
<b>PROGRAM DETAILS</b>	RITE AID WILL BE RUNNING A BUY-DOWN ON ALL WINSTON & WINSTON SELECT STYLES .20¢ PK/\$2.00 CTN.
<b>BRANDS INVOLVED</b>	ALL WINSTON STYLES ALL WINSTON SELECT STYLES
<b>RETAIL REP ACTION NEEDED</b>	PLEASE ENSURE A WINDOW PASTER, SHELF TALKER, STARBURST PRICER IS PLACED. TEMPORARY DISPLAY TO BE PLACED ON BACKBAR.
<b>DIRECT ACCOUNT ACCOUNTABILITY</b>	3 PIECES OF POS WILL BE SENT OUT FROM THE WAREHOUSES TO EACH STORE. AN EXTRA WEEK OF PRODUCT WILL BE SHIPPED TO THE STORES.
<b>CHAIN ACCOUNTABILITY</b>	THE STORE WILL PLACE THE 3 PIECES OF SIGNAGE.
<b>ROU RESPONSIBILITY (ORDERING/SHIPMENTS)</b>	N/A
<b>POQET REPORTING</b>	N/A
<b>POS/Location</b>	PLACE PASTER AT WINDOW
<b>Program Sold by (RJR):</b>	C. E. MOSER VM #46437
<b>Program authorized by:</b>	JOHN DENNISTON
<b>Authorization Letter:</b>	
<b>Contact for Problems</b>	RJR: Chain:
<b>MISCELLANEOUS /</b>	PAYMENT WILL BE MADE AT HEADQUARTERS.

Sales	Retail
1221	1222 20, 21, 22, 23, 25, 26
1222	1223 21, 23, 25, 26, 27, 28, 29, 30
1223	1226 24, 25, 26, 27, 28, 29
1224 1, 2, 6	1229
1225	ROM
1226	PC SC
1229	MC PA
1240	
1244	RSM RBM

51850 5374